



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 080-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 24, 2006

SUBJECT: WINTER MUSIC CONFERENCE

This Letter to Commission is intended to clarify some information you may have received from the business and nightlife community regarding staffing levels during Winter Music Conference (WMC). Similar to the City's successful Memorial Day Weekend efforts, comprehensive and coordinated planning was initiated as part of the City's Major Events Plan. Several interdepartmental planning meetings have held over several months, as well as a number of external meetings with the Ocean Drive and South Pointe associations. Additionally, three separate notices were sent to the hotel and event production industries, since January 2006, advising them of the City's Special Event Guidelines and the need to submit applications if they were planning to host events that exceed their permitted regulatory uses.

The Police Department, Fire Department, Parking Department, Sanitation Division, and Code Compliance Division all enhanced staffing levels in order to manage crowds, maintain safety and quality of life standards from Wednesday, March 22 – Tuesday March 28, 2006. Staffing plans will be adjusted further as needed throughout the weekend. It is important to note that the Police Department has implemented a modified Alpha/Bravo staffing for every weekend since March 6th in response to increased Spring Break crowds and these enhancements have and will be in affect for every weekend in March, including WMC. In addition, the Special Event Voluntary Response Teams (SEVRT) have been activated, and special staffing assignments made in areas where concerns have been raised in the past.

Planning for WMC includes compiling a list of every known event taking place in the City, which currently totals 327 events scheduled for clubs, bars, hotels and other venues. In response to some initial complaints we received prior to the start of the activity, Code Compliance reviewed the list of events to ensure all venues have received special event permits and/or are properly licensed to host the advertised activities. As a proactive measure, notices were then sent to those establishments which do not appear to have the appropriate zoning and/or proper licensing reminding them of the City's regulations. This proactive measure was done in order to avert the need for enforcement action, as well as ensure that the City does not have to address any life-safety concerns during an extremely busy period for all City staff. In addition, the City must protect the welfare of all residents and ensure that their quality of life is not disrupted as a result of events such as Winter Music Conference.

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This will also be the first experience for most since the enactment of the new Noise Ordinance, but it is not the City's first time planning for and managing the WMC and best efforts will be made to balance the competing needs of residents, visitors and businesses. As an additional proactive measure, a meeting was held prior to the WMC with the hotel industry to explain the new Noise Ordinance and how it will be enforced. The meeting was well attended by the industry.

As you know, it is the City's desire to ensure the success of WMC and its continued presence in Miami Beach. Please feel free to call should you have any questions regarding this or any other matter, or if you would like additional information on staffing plans.

C: Hilda Fernandez, Assistant City Manager
 Robert C. Middaugh, Assistant City Manager
 Tim Hemstreet, Assistant City Manager
 Max Sklar, Tourism and Cultural Development Director

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